

SWAPP® Flow Wrap

What if you could go with the natural flow?

At BillerudKorsnäs, we are proud to present SWAPP® Flow Wrap, a new way of creating sustainable packaging opportunities for confectionary and bakery products – recyclable in the regular paper stream. Challenging conventional alternatives with proven high performance and sustainable credentials for a climate-smart horizontal flow wrapping.

We're ready to take on your challenge

From need to prototype and product launch, we help you SWAPP to paper packaging. Providing leading know-how and material that make your business grow sustainably.

This is SWAPP Flow Wrap

1. The perfect choice for producers of bakery and confectionary products to join forces with us and shift from plastic to sustainable paper packaging.
2. A smooth and seamless transition where we guide you through the process towards a perfect end result.
3. Including all material, know-how and contacts with designer and tech suppliers to deliver a fibre-based packaging that is tailored to all your needs.
4. Enhancing consumer experience and improving shelf attention with a natural tactile look and feel, printable for unique package designs for every function.

LOW
WEIGHT

RECYCLABLE



WVTR 4 (AT 23°C/50%RH)



HIGH-SPEED CONVERSION



FOOD APPROVED
IN ACCORDANCE WITH
BFR AND FDA



A CHOICE THAT
ADDS SUSTAINABILITY
TO YOUR PRODUCT



Sustainable & Recyclable

All our fibres are sourced with focus on responsible forestry. By introducing low-weight and Fluoro- and PVDC free Recyclable Flow Wrap, BillerudKorsnäs brings forward an innovation based on renewable and biodegradable materials. It is approved for food contact, ensuring excellent protection of contents. Moreover, the recyclability fee for the material is much lower than for plastic.

Ensured machine productivity

To meet the highest manufacturing standards, the paper has been tested and verified in terms of high-speed conversion (>155m/min) and smooth runnability. In addition, the material exhibits good tear resistance and dead fold properties.

Excellent barrier performance

Recyclable Flow Wrap provides excellent printing surface and barrier properties suitable for medium to high barrier requirements (confectionery and bakery products). The paper coating provides water vapour as well as grease barrier properties.

We challenge conventional packaging for a sustainable future

BillerudKorsnäs is a leading provider of strong, light, renewable and recyclable packaging material. We have eight production units in Sweden, Finland and the UK and 4,400 employees in over 17 countries. Together with brand owners, converters and packaging partners all over the world, we create smarter packaging solutions that increase profits, excite millions of consumers and contribute to a sustainable future for generations to come.

60%

OVER 60% OF CONSUMERS BELIEVE IT'S A COMPANY'S RESPONSIBILITY TO DO MORE FOR THE ENVIRONMENT¹



1/3 OF PRODUCT DECISIONS ARE BASED ON PACKAGING²

54%

54% OF SHOPPERS WOULD PURCHASE FROM A BRAND OR SHOP THAT USES SUSTAINABLE PACKAGING OVER A LESS ENVIRONMENTALLY FRIENDLY COMPETITOR¹



SUSTAINABLE PACKAGING WILL CONTINUE TO GROW IN IMPORTANCE AND IS PREDICTED TO BECOME THE NUMBER ONE CHALLENGE FACING COMPANIES, BEATING COST BY 2023³

¹ The Retail Packaging Blog from Mid-Atlantic Packaging (2018), 2014 Contract Packaging Association research and the Paper Worker.

² Antonow, Z. (2017), 41 Revealing Statistics About Millennials Every Marketer Should Know.

³ Smithers Pira (2018), Sustainable packaging market to reach \$244 billion by 2018.

